

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 MMO-04 USIA-15 /040 W
-----302027Z 059034 /47

R 301730Z MAR 77
FM AMEMBASSY BONN
TO SECSTATE WASHDC 6991
USDOC WASHDC
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY VIENNA
AMEMBASSY THE HAGUE
AMEMBASSY BRUSSELS

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E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FY 79 COUNTRY COMMERCIAL PROGRAM (CCP) FOR
FRG: PRELIMINARY INPUTS

REFERENCE: A. 1976 BONN 0655L, (B) BONN'S FY 78 CCP
(DRAFT AIRMAILED USDOC 2/15/77), (C)
STATE 044899

1. SUMMARY. FOR FY 79 BONN RECOMMENDS EIGHT CAMPAIGNS
AND EIGHT SPECIAL POST EFFORTS, WITH ROUGHLY TWENTY PER
CENT OF POST E-C MANPOWER RESOURCES COMMITTED TO PROGRAM.
FY 79 CCP WOULD NOT RPT NOT DIFFER IN ESSENCE FROM
PROGRAMS FY 76 THROUGH 78. SPRECHTAGE WILL REMAIN KEY
PART OF PROGRAM. GROWING EMPHASIS WILL BE GIVEN TO
FAIRS (BOTH GERMAN AND AMERICAN) AND TO BIOS, MARKET
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RESEARCH, OUT-OF-OFFICE CALLS, TRADE AND MANUFACTURERS
ASSOCIATIONS AND TO IN-STORE PROMOTIONS. COMMODITIES
WILL CONTINUE TO BE DOMINATED BY HIGH-TECHNOLOGY
CAPITAL GOODS BUT MORE RESOURCES WILL ALSO GO TO CON-
SUMER GOODS, FOR WHICH WE CONTINUE TO PROJECT STRONGLY
RISING TREND. PROGRAM ENVISAGES NO RPT NO ADDITIONAL
PERSONNEL RESOURCES. END SUMMARY.

2. FOR FRG IN FY 79 BONN RECOMMENDS FOLLOWING MIX OF
CAMPAIGNS AND SPECIAL ACTIVITIES BY POSTS:

A. CAMPAIGNS:

(1) COMPUTERS AND ELECTRONIC DATA PROCESSING EQUIP-
MENT

(2) ELECTRONIC COMPONENTS, PRODUCTION AND TEST
EQUIPMENT

(3) CONSUMER GOODS: PRODUCTS FOR SPORT AND LEISURE

(4) CONSUMER GOODS: NON-SPORTING/LEISURE

(5) COMMUNICATIONS EQUIPMENT

(6) HEALTH CARE, SECURITY AND SAFETY EQUIPMENT

(7) TRANSPORTATIONS SYSTEMS FOR PEOPLE AND GOODS
(TO INCLUDE PACKAGING, STORAGE AND CONTROL ELEMENTS)

(8) WOOD, FURNITURE AND WOODWORKING EQUIPMENT

B. SPECIAL ACTIONS BY POSTS

(9) SUPPORT OF US EXHIBITORS IN GERMANY (IN ADDI-
TION TO IMC PAVILIONS)

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(10) FOREIGN BUYERS PROGRAM

(11) IDENTIFICATION, INTERACTION WITH TRADE EX-
PANSION MULTIPLIERS: GERMAN TRADE AND INDUSTRY
ASSOCIATIONS

(12) OUTSIDE SPEAKING APPEARANCES

(13) BEST PROSPECTS SOLICITATION: ENLARGED TO IN-
CLUDE OUT-OF-OFFICE CALLS DESIGNED TO SEARCH FOR U.S.
EXPORT OPPORTUNITIES

(14) REVIEW CAREER AND TRAINING NEEDS OF ALL E-C
EMPLOYEES

(15) UPDATE CURRENT POST STUDIES ON REGIONAL
ECONOMIC CHARACTERISTICS OF FRG

(16) MARKET RECONNAISSANCES (DESK STUDIES) ON
EMERGING TRENDS LEADING TO RECOMMENDATIONS ON AREAS FOR

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INFO OCT-01 EUR-12 ISO-00 MMO-04 USIA-15 /040 W
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R 301730Z MAR 77
FM AMEMBASSY BONN
TO SECSTATE WASHDC 6992
USDOC WASHDC
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
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FORMAL CONTRACT MARKET STUDIES.

3. ABOVE PRELIMINARY SUGGESTIONS ARE DRAWN FROM DISCUSSION WITH ALL POSTS AND TAKE INTO ACCOUNT EMBASSY'S RECOMMENDATIONS (COMING SEPTTEL) FOR IMC PAVILIONS IN FRG FAIRS IN FY 79. PROGRAM ASSUMES CONTINUOUS BUT UNSPECTACULAR FRG RECOVERY FROM CURRENT RECESSION. SHOULD, ON OTHER HAND, A BOOM DEVELOP, PROGRAM MIGHT USEFULLY BE MODIFIED TO TAKE ADVANTAGE OF OPPORTUNITIES WHICH WOULD UNDOUBTEDLY DEVELOP IN SUCH CURRENTLY DE-PRESSED SECTORS AS STEEL, SHIPBUILDING, HOUSING AND CONSTRUCTION.

4. JUSTIFICATION OF PROPOSALS: TO EXTENT PROGRAM
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PROPOSES EXTENSION OF CAMPAIGNS/EVENTS ALREADY RECOMMENDED FOR FY 78, SEE REF B. WE EXPECT DEMAND TO GROW BRISKLY FOR CONSUMER GOODS; AND FOR OTHER CAMPAIGNS WE ARE GUIDED BY EARLIER BEST PROSPECT REPORTING AND RECENT TRENDS IN REPORTING BY POSTS ON OPPORTUNITIES FOR US EXPORTS IN PARTICULAR SECTORS.

5. OVERRIDING ATTENTION TO FAIRS (IN GERMANY AND IN US) CHARACTERIZES CURRENT PHASE OF OUR CCP DEVELOPMENT. POSTS HAVE MADE STRONG CASE FOR UP TO 15 POST-SUPPORTED BIOS (IN SOME CASES THESE ARE MINI-BIOS COSTING FIVE HUNDRED DOLLARS OR LESS) IN FY 79 (ACTION NINE). MISSION WILL MAKE EFFORT TO BROADEN BIO FUNCTIONS TO INCLUDE PRODUCTION OF PRACTICAL MARKET RECONNAISSANCE STUDIES AS WELL. WE WILL ALSO SEEK FUNDS FOR MISSION-SUPPLIED ESCORTS FOR GERMAN BUYER GROUPS VISITING 5-7 US FAIRS (ACTION TEN). ACTIONS ELEVEN AND TWELVE CALL ON POSTS TO REVIEW THEIR KNOWLEDGE OF AND INTERACTION WITH THE LARGE AND GROWING UNIVERSE OF GERMAN TRADE-MULTIPLIER TARGETS: ASSOCIATIONS OF IMPORTERS, BUYERS, MANUFACTURERS, ETC. ACTION THIRTEEN WILL ENSURE THAT CALLS ON KEY PROSPECTS IN SUPPORT OF IMC PAVILIONS WILL BE BROADENED IN INTENT TO PRODUCE ON-THE-SPOT TRADE OPPORTUNITY REPORTS AS WELL. ACTION FOURTEEN IS PART OF ON-GOING SELF-INSPECTION BY MISSION TO ASSURE THAT LIMITED PERSONNEL RESOURCES ARE USED AS EFFECTIVELY AS POSSIBLE. AS OUR ATTENTION TO GERMAN MARKET FORCES GROWN INCREASINGLY NUANCED, IT IS IMPERATIVE THAT WE MAKE USE OF ALL TRAINING TOOLS AVAILABLE TO ASSURE IMPROVED SERVICE TO AMERICAN BUSINESS. SUCH TRAINING INCLUDES USDOC CORRESPONDENCE COURSE FOR FSLs, USG-FUNDED AFTER-HOURS UNIVERSITY TRAINING, ON-THE-JOB BROADENING OF EXISTING SKILLS, ETC. ACTIONS FIFTEEN AND SIXTEEN (MARKET DESCRIPTIONS) ARE DESIGNED TO PRODUCE PRACTICAL STUDIES USEFUL BOTH TO USG AND AS HAND-UNCLASSIFIED

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OUTS TO US BUSINESSMEN SEEKING TO ENTER GERMAN MARKET-PLACE.

6. AS INSTRUCTED, EMBASSY E-C STAFF WILL BEGIN ASAP DISCUSSIONS WITH EMBASSY BUDGET AND FISCAL UNIT TO ASSURE THAT POST'S FY 79 FIELD SUBMISSION CONTAINS ROUGHLY 150,000 DOLLARS NEEDED FOR FY 79 CCP SKETCHED

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Review Release Date: n/a
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